

Chapter 7 “Mapping the IBM Offerings to Solutions for IBM On Demand Business” Quiz

1. Name 4 key investment areas.

Optimize the value net
Increase business flexibility
Extract greater value from data
Improve the client experience
Drive business innovation
Optimize today's IT investments
Improve employee productivity
Streamline processes
Increase security and resiliency

2. True/False (The result is a faster response)
The result of IBM middleware is a slower response and greater business insight for clients.
3. What is the largest IT and business services organization in the world that provides the people and resources that make On Demand Business happen?
 - a. IBM Software Group
 - b. IBM Systems Group
 - c. IBM Global Services
 - d. IBM Global Financing
4. True/False
IBM Personal Computing Division helps clients become more of an On Demand Business by delivering products that improve employee productivity, streamline and simplify processes, and optimize today's IT investments.
5. True/False (Organizations need a partner to do all this. They don't do it alone.)
Organizations can work by themselves to deliver new business value and growth in the market through product innovation, more personalized client experience, or transform business processes.